

Marlboro Event Marketing

'95 Name Generation -- Checklist

Item	Event					Community Events/ Hispanic
	On-Site Racing	Off-Site Racing	Van	MVP		
• BRES have been produced, shipped & received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
• '95 surveys have been produced, shipped, & received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
• Address provided for name generation shipping forms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
• Confirmation by source vendor that Name Generation shipping forms were received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
• Provided source vendor contacts/fax numbers for quantity discrepancy & exception reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
• Source vendor training conducted:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
- Procedures for sending in surveys						
- Procedures for filling out name generation shipping forms						
- Responsibilities/procedures for reporting						
• Schedule for '95 provided to DM group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

*Business
Response
Envelope*

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